

TO MAKE BRIGHTON
BIG WINTER RESORTNearby Beach to Have Many
Improvements to Compete
With Atlantic City.

Brighton Beach is to be made an all year resort if preliminary plans, involving the expenditure of more than half a million dollars, now under way are successful. Chairman Marshall, who controls the Brighton Beach Development Company, is the man behind the venture. He has made a study of climatic conditions, which, he says, have conclusively proved that there are more pleasant winter days at Brighton Beach than at Atlantic City can boast of.

Plans for entertainment during the winter and early spring months include indoor surf bathing, indoor tennis and handball, a big moving picture theatre, a variety of indoor fun for little folks, and the reconstruction of the street which leads from the Brighton Beach station of the B. R. T. to the Brighton Beach Motorhome into an arcade to be known as the Avenue of Little Shop, which will have a Parisian cafe, an Italian restaurant, an English tea room and various shops where useful articles from every corner of the world may be purchased.

Work of reconstruction: the Avenue of Little Shop and making the various enclosures and the installation of the most improved heating and lighting devices, will be started the day after Labor Day. The most important of all will be the glass covering of the Brighton Beach pool, which is circular, and the water of which flows in from the ocean.

The plan for enclosing the tennis courts is not yet completed. There are thirteen courts, and it is probable that only four will be enclosed in glass.

Mr. Marshall said that his plans for the future included the construction of a great modern hotel at Brighton Beach. He believes that such a hotel, fully equipped for the winter, would be occupied the year round by New Yorkers and visitors to the city, just as the Atlantic City hotels are.

GIRLS' SCHOOL AT SCARSDALE.

Fish & Marvin have leased for Eugene Reval of New York and Newport his estate at Scarsdale to the Misses Tewksbury of New Bedford, Conn. The school, which is to be known as the Scarsdale Girls' School, is to be built on a plot of 100 acres, which has been known as the Scarsdale estate for many years. The school will be a large, modern building, with a swimming pool and gymnasium. The lease, which involves over \$100,000, is for a term of years with the option of purchase.

TRADING IN NEWARK ACTIVE.

Fish & Felt sold several properties in Newark last week. Among them were a large apartment building at 100 West Third street, which was sold to the Newark Realty Company. The building was recently completed on a plot 116 feet on Main street, running through to Hillen street. Also the plot at 45 and 47 Hawthorne avenue to Jack H. Lehman, who will erect a three story apartment house. Jacoby L. Schuyler bought through the Points 72 and 74 West Kin-

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Station, thence two minutes ride by trolley, or take B. R. T. from
Chambers St. or Canal St.

BIG ROCKAWAY AUCTION.

100 Lots and 7 Houses at Edge-
more Crest to Go.

The property of the Edgemore Crest Company on the ocean front at Par Rockaway is to be sold at auction the latter part of the month. The company holds about 100 lots and seven dwellings which will go to the highest bidder at the sale, which will begin Saturday afternoon, July 24, and will be continued Monday and Tuesday evenings or until the property has been disposed of.

This is an innovation in auction sales. But it is possible because of the season and a natural inclination for the public to get to the cool seashore on hot nights. The property is being offered at auction as the Edgemore Crest Company has decided to wind up its activities in that section, which began about six years ago. The property has all surface and sub-surface improvements according to a statement made by the M. Morgenstern, Jr., Company, which will auction the property, with the assistance of Fitz-James E. Browne, the Canadian auctioneer. To facilitate the sale the company has agreed to permit 50 per cent. of the purchase price to be paid off in monthly installments.

BUSINESS SPACE LEASED.

Moore & Wyckoff have leased offices at 440 Fourth avenue to the Reading Silk Company for a term of years and the store at 999 Lexington avenue, southeast corner of Seventy-second street, to William B. Montgomery, for a long term of years.

The Bureau Company has leased the store at 55 Greenwich avenue to Hag & Fishman for a term of years, third floor at 41 West Fifteenth street to Charles A. Connell, salesroom at 428-30 West Thirtieth street, to A. A. McNichols, and a lot at 465 Greenwich street to Rosenthal & Katz.

Pease & Elliman have leased with Thomas & Ekerson a lot in 110-14 West Thirty-second street, to A. A. McNichols, and for F. H. Matting the three story house at 251 Lexington avenue, adjoining the southeast corner of Fortieth street, to the H. W. Covert Company.

plot of 14,000 square feet at Melrose avenue and 145th street. What Mr. Astor paid for the structure has not been learned, but the building and the vacant property at Jerome avenue and 170th

street, which he gave in part payment for the office building, are valued at \$850,000.

It is probably the best built office building in The Bronx and has for ten-

ants some of the best concerns to be had. The site of the building was partly acquired by the American Real Estate Company before the subway was built. It is the first improved property in The Bronx to be bought by an Astor. Most of their trading there has been in vacant land, and it is some time since the Astors have added to their extensive acreage in the northern borough. Most of it, or for that matter all of it, was acquired by former generations of the family and at a time when The Bronx was truly a rural locality.

This is Mr. Astor's second trade. The other was a parcel of thirty-second street abutting his Waldorf building, which he bought, giving in exchange a building on Sixty-fifth street next to the Astor mansion at the Fifth avenue corner. It indicates that the estate has appropriated modern business methods.

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